

ABSTRACT OF THE DISCLOSURE

COMMUNICATING WITH A COMPUTER BASED ON THE OFFLINE PURCHASE
HISTORY OF A PARTICULAR CONSUMER

5 A method, system, and computer program product for delivering a targeted advertisement. A first identifier, such as a cookie, corresponding to a first computer is received from the first computer. A targeted advertisement is delivered to the first computer in response to receiving the first identifier from the first computer. The targeted
10 advertisement is based on the observed offline purchase history of a consumer associated with the first identifier. The invention includes the delivery of a promotional incentive for a consumer to comply with a particular behavioral pattern. The behavioral pattern may be a predefined change in purchase behavior or continuance of an established purchase behavior. The targeted advertisements sent to consumers may be changed and/or refined based on
15 changes in consumers' purchase history behaviors.

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